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**Date** January 11, 2010  
**To** Paul Fisher  
**From** Joel Lohrmeyer  
**Re** U.S. Application No. 09/881,353  
**Fax** 571-270-6097  
**Pages** 10 + cover sheet

Attached for your review is the proposed agenda for our January 12<sup>th</sup> interview.

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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Confirmation No. 8754

Farhad Mohit, et al.

Attorney Docket No. BIZ/01-0003

Serial No. 09/881,353

Art Unit: 3689

Filed: June 12, 2001

Examiner: Paul R. Fisher

For: SYSTEMS AND METHODS FOR AUTOMATIC IDENTIFICATION AND  
HYPERLINKING OF WORDS OR OTHER DATA ITEMS AND FOR INFORMATION  
RETRIEVAL USING HYPERLINKED WORDS OR DATA ITEMS

Mail Stop Amendment

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**PROPOSED AGENDA FOR DISCUSSION PURPOSES ONLY DURING INTERVIEW**  
**JANUARY 12, 2010 2PM EASTERN TIME (11 AM PACIFIC TIME)**

Sir:

In response to the Office Action of August 3, 2009, please consider the following:

1. Regarding claim 1, Price Watch does not show "modifying an electronic content document." Price Watch shows the collection of data and generation of a new web page by pricewatch.com and not a modification of an existing page from a content provider.
2. Regarding claim 1, Price Watch does not show the claimed recognition process. Price Watch does not show how anything on the site becomes embedded with code that is executable by a client and thereby invokes a central computer system to undertake the claimed recognition process. Price Watch merely

teaches creating a web page that is responsive to a user's query, where the web page that is returned is generated by and returned from pricewatch.com.

3. Regarding claim 20, Price Watch does not show "sending annotation instructions from the first computer system to the second computer system for use in creating annotations on the web page presented on the second computer." This is backwards from what pricewatch.com does since Price Watch discloses a first computer system (user) receiving a web page from a second computer system (pricewatch.com). Therefore to satisfy this claim limitation, as the first computer system, the user would send annotation instructions to pricewatch.com, as the second computer system, to view. This is clearly not what Price Watch discloses.
4. Regarding claim 22, Price Watch does not show "a client computer system... having executable code for performing one or both of annotation and recognition of key elements..." Price Watch shows the generation of a webpage at pricewatch.com being sent to the user's computer without the user's computer needing to recognize or annotate anything.

This listing of claims is for discussion purposes only:

**Listing of Claims:**

1. (Currently Amended) A computer-implemented method for generating annotation instructions in a system comprising a content provider computer system, a central computer system, and a client computer system, the method comprising:
  - in an electronic content document retrievable from ~~a~~the content provider computer system storing content documents, embedding programming language code executable by ~~a~~the client computer to invoke the central computer system to recognize key elements based on key elements contained in a key-element list;
  - recognizing key elements in the document based on the key elements in the key-element list; and
  - generating annotation instructions for the client computer system to create one or more annotations for one or more key elements in the content document and sending the instructions to the client computer system.
20. (Currently Amended) A computer-implemented method for sending annotation instructions in a system comprising at least two computer systems, the method comprising:
  - on a first computer system, receiving over a packet-switched network a web page, the web page corresponding to a web page presented to the user of a second computer system;
  - on the first computer system, recognizing in the web page one or more predetermined key elements based on a key-element list, the key element list comprising one or more words relating to one or more products; and
  - sending annotation instructions from the first computer system to the second computer system for use in creating annotations on the web page presented on the second computer.
22. (Presently Amended) A computer-implemented method comprising sending a key list from a remote computer system to a client computer system, the client computer having

executable code for performing one or both of annotation and recognition of key elements on the key list, the key list comprising a set of key elements and corresponding identifiers; and the key list being adapted for the client computer to use in performing on an electronic document presented to a user of the computer system from a content provider computer system one or more of (i) recognizing key elements and (ii) annotating key elements.

27. (Currently Amended) A computer-implemented method in a system comprising at least a content provider computer system and a consumer computer system, the method comprising:

on a first computer system, receiving an electronic document with at least one predetermined key element;

from a second computer system, knowing the identity of the electronic document received on the first computer system, sending instructions to the first computer system for presenting to the user of the first computer system one or more hyperlinks related to a key element on the electronic document so the user may retrieve data or information related to the key element, the key element being contained in a key-element list, wherein the second computer system did not provide the electronic document received on the first computer system.

33. (Currently Amended) A computer-implemented method in a system comprising at least two computer systems, the method comprising:

from a first computer system, providing a second computer system a set of predetermined key elements and corresponding identifiers for use in creating annotations for key elements on an electronic document, the annotations are being made in addition to those native to the ~~original~~ electronic document, as renderably received by the first computer system;

receiving from the second computer system data associated with an annotation for a key element ("key element data") following selection of an annotation by a user of the second computer system, wherein the annotation was created by the second computer system using the key elements and corresponding identifiers provided by the first computer system;

retrieving or generating data or information responsive to the key element data received from the second computer system;  
sending the information to a computer system or output device associated with the user selecting the annotation; and  
wherein the first computer includes recognition and annotation modules and the key element data is based on selection of an annotation and is sent following the operation of recognition/annotation modules to identify and annotate key elements in the document that were not previously annotated by a content provider providing the document.

45. (Currently Amended) A computer-implemented method for use on a system of networked computers, the method comprising:  
from a first central computer system, transmitting to a consumer computer system a consumer code executable on the consumer computer system for (i) recognizing predetermined key elements on an electronic document and (ii) annotating the key elements by associating recognized key elements with a URL for a second computer system, the address being determinable from a key list comprising a set of key elements and corresponding identifiers.
48. (Previously Presented) A computer code stored in memory on a central computer system and executable thereon, the code being invokable on the central computer system by a client computer system to generate annotation instructions for the client computer system to associate annotations with key elements on an electronic page received by the client computer system from a content provider computer system, the key elements being contained in a key element list, wherein the annotations are being made in addition to those native to the original document, as renderably received by the first computer system and the annotation comprises a hyperlink and an item selected from the group consisting of a script, executable code, an additional hyperlink, and formatting.
49. (Previously Presented) A computer code stored in memory on a first computer system comprising the computer of a consumer and executable thereon, the code being adapted to (i) recognize predetermined key elements on an electronic document

received from a content provider computer system, the predetermined key elements being contained in a set of key elements, and (ii) create an annotation for a key element by associating recognized key elements with an identifier corresponding to the address of a second computer system, the identifier being determined from the set of key elements and corresponding identifiers stored on the first computer system, and wherein, the annotation is being made in addition to those native to the original document, as renderably received by the first computer system and the annotation comprises a hyperlink and an item selected from the group consisting of a script, executable code, an additional hyperlink, and formatting.

53. (Previously Presented) A computer system comprising:

- a first computer system in networked communication with a plurality of other computer systems, at least one of which is a content provider computer system;
- means in the first computer for receiving an electronic page with content from a content provider computer system storing content pages;
- a key list stored on the system comprising a set of key elements and corresponding identifiers that correspond to addresses for electronic information or data that are relevant to a key element;
- a recognizer module stored on the system for parsing a page received from the content provider computer system and identifying on the electronic page one or more listed key elements matching to predetermined key elements in the stored key list;
- an annotation module stored on the system for associating identified key elements with an annotation from the key list so that a user presented the electronic page can retrieve information related to the key element by selecting the annotation; and
- wherein the annotation module recognizes and annotates key elements in the document that were not previously recognized and/or annotated by the content provider providing the document and the annotation comprises a hyperlink and an item selected from the group consisting of a script, executable code, an additional hyperlink, and formatting.

54. (Previously Presented) A web document stored in memory on a server, the web document containing code executable by a client computer system enabling the client computer to invoke a remote computer system to generate annotation instructions that are returned to the client computer system, each annotation instruction corresponding to a key element contained in a key element list, the annotation instructions being used by the client computer system to create an annotation for a predetermined key element on the web document, and wherein the annotations are being made in addition to those native to the original document, as renderably received by the first computer system; and wherein the client computer system recognizes and annotates key elements in the document that were not previously recognized and/or annotated by the content provider providing the document.
64. (Currently Amended) A computer-implemented method for generating annotation instructions in a system comprising a content provider computer system, a central computer system, and a client computer system, the method comprising:
- in an electronic content document retrievable from a content provider computer system storing content documents, embedding code executable by a client computer to invoke the central computer system to recognize key elements based on key elements contained in a key-element list;
  - recognizing key elements in the document based on the key elements in the key-element list;
  - generating annotation instructions for the client computer system to create one or more annotations for one or more key elements in the content document and sending the instructions to the client computer system; and
  - wherein the central computer system recognizes key elements in the document that were not previously recognized and/or annotated by the content provider providing the document to the client computer system.
65. (Currently Amended) A computer-implemented method in a system comprising at least a content provider computer system, a central computer system, and a consumer computer system, the method comprising:



on the consumer computer system, receiving an electronic document from the content provider computer system with at least one predetermined key element;

from a central computer system, knowing the identity of the electronic document received on the consumer computer system, sending instructions to the consumer computer system for presenting to the user of the consumer computer system one or more hyperlinks related to a key element on the electronic document so the user may retrieve data or information related to the key element, the key element being contained in a key-element list, wherein the central computer system did not provide the electronic document received on the consumer computer system.

66. (Currently Amended) A computer-implemented method for use on a system of networked computers, the method comprising:

from a first central computer system, transmitting to a consumer computer system a consumer code executable on the consumer computer system for (i) recognizing predetermined key elements on an electronic document and (ii) annotating the key elements by associating recognized key elements with a URL for a second computer system computer system, the address being determinable from a key list comprising a set of key elements and corresponding identifiers; and

~~and~~ wherein the key list is stored on and used by the consumer computer system to recognize key elements in the electronic document that were not previously recognized and/or annotated by the content provider providing the document to the consumer computer system.

67. (Previously Presented) A computer code stored in memory on a central computer system and executable thereon, the code being invokable on the central computer system by a client computer system to generate annotation instructions for the client computer system to associate annotations with key elements on an electronic page received by the client computer system from a content provider computer system, the key elements being contained in a key element list, wherein the annotations are being made in addition to those native to the original document, as renderably received by the first computer system, and wherein the computer code operates to recognize and

annotate key elements in the document that were not previously recognized and/or annotated by the content provider providing the document to the client computer system.

Respectfully submitted,

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